TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Consumer Behaviour
Subject code	E000008502
Quarter	Semestral
Credits	6,0 ECTS
Type	Business in Spain
Department	Departamento de Marketing
Coordinator	Alfonso P. Fernández del Hoyo
Schedule	Refer to the corresponding class group and semester
Office hours	Upon Email request

Teacher Information	
Teacher	
Name	Andrea Hernández Valderrama
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Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
Buyer behavior is a broad field that studies how individuals, families, and groups acquire, consume, and dispose of goods, services, ideas, and experiences. This course, offered as optative in a Marketing Intensification, analyses consumer behavior principles that are useful to business managers, government regulators, nonprofit organizations, and everyday people. For marketing managers, knowledge of consumer behavior has important implications for environmental analysis, product positioning, marketplace segmentation, and marketing mix design. Consumption themes and meanings are also core aspects of contemporary life as major portions of our lives are spent anticipating, engaging in, and remembering purchase and consumption activities. Therefore, is a basic course for those peoplewilling to work in marketing
Prerequisites
To have previously taken Introduction to Marketing

Competencies - Objectives

Competences

Generic Skills (GS) and corresponding learning outcomes (LO) of the Degree		
GS04	Ability to manage information from diverse sources	
	LO1	The student is able to systematize and synthesize diverse information about consumers andsociety
	LO2	The student is able to classify sources, identifying those more appropriate to the topic
	LO3	The student is capable to identify the usefulness, value, strictness and goodness of the information acquired
GS11	Critical capability	
	LO1	The student is able to critically ask him/herself about the value of the lessons learned
	LO2	The student is aware off his/her strengths and weaknesses related to the course contents and is capable to do a self-assessment
GS13	Recognition of, and respect for, diversity and multiculturalism	
	LO1	The student works with diverse people from different nationalities and/or cultural roots
	LO2	The student respect beliefs and external signs of the different cultures and is capable to learn from them
GS14	Capacity to learnand work independently	
	LO1	The student faces the given challenges on his/her own, once given the initial basic criterion to solve them
	LO2	The student searchand get new resources for his/her learning process

Skills specific to the sub-field of knowledge		
CEOPT01	Describe and define the basic decision-purchasing process and identify its phases	
	LO1	The student knows the different stages of a purchasing process and describes the principal characteristics of each
	LO2	The student is capable to explain complex purchasing processes and can disaggregate their different elements
CEOPT02	Identify and analyze both external and internal variables that could influence a consumer's decision	
	LO1	The student identifies, classifies and describes the variables that could influence a consumer's decision and distinguish between internal, external and environmental ones.

Learning outcomes

Included in competences (above)

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

1.- CONSUMER AND SOCIETY

1. Macro environmental variables that influence the consumer

2. Some facts and figures about consumption. European and global consumer

3. Global trends in theconsumer society

2.- CONSUMER BEHAVIOR (CB) AND MARKETING

1. Introduction: Key concepts

2. Consumer Behavioras an academic discipline.

3. Main approaches in the study of CB. A multidisciplinary perspective.

4. Research techniques to explore and investigate consumption

3.- CONSUMPTION AS A PROBLEM RESOLUTION

1. Consumption as problemsolving

2. Decision types

3. The individual decisionprocess

4.- CONSUMER AS AN INDIVIDUAL

1. Perception, Learning and memory

2. Needs and desires. Motivation.

3. Attitudes, Attitude Change

4. Personality, values and Lifestyles

5.- CONSUMER AS A PART OF A GROUP

1. Family and Culture

2. Influencers and Opinion leaders.Social Nets (2.0)

3. Groups generalities. Types of power

6.- THE CONSUMER WITHIN AN ENVIORNMENT

1. Environmental variables that influence consumer behavior: demographic, economic, ecological, technological, political, and legal

TEACHING METHODOLOGY

General methodological aspects of the subject

Use of Artificial Intelligence (AI) in the course

This course allows the use of AI tools, both **non-generative** (translators, consumer journey dashboards, market insight tools) and **generative** (chatbots or assistants to simulate consumer profiles or draft exploratory analyses). Responsible and critical use is encouraged to analyze practical cases, understand psychological and cultural drivers of purchasing decisions, and explore creative alternatives for proposals.

The course is set at **Permission Level 3 with special conditions**, according to the institutional scale. For non-generative AI, students must

indicate which tools were used, in which parts of the work, and the keywords if applicable. For generative AI, they must specify the tools, prompts, and the sections of the work involved. Unrestricted or uncontrolled use is not allowed; students are required to critically evaluate any AI-generated content to ensure academic integrity and their own learning development.

In-class Methodology: Activities

The main teaching approach is based on the encouragement of active participation in class. The primary means of imparting knowledge and understanding is through the lecture but students are stronglyencouraged to engage in problem-solving and independent readingfor which they are givenextensive support and guidance on reading materials and their appropriate use. The creation of an emotional relationship between the studentand the course is a second objective, with the intention that at the end of the course the student "think in consumption mode".

This course includes some elements of PBL (Project Based Learning), Experiential Learning, Flipped Classroom, and Gamification, and in general, it is followed an intuitive approach (from the case to the common).

The course combines both individual and teamwork and In-class as well as non-presential activities

In-Class teaching activities	Skills
- Lectures - Teacher Assisted group work and Class discussions and debates - Complementary and reinforcement activities	GS04, CGS11, GS13, GS14, CEOPT01, CEOPT02
Non-Presential Distance Learning/at home: Activities	Skills
- Previous readingof materials - Complementary readings - Independent study - Individual andgroup assignments - Preparation forin class discussion and debates	GS14, CEOPT01, CEOPT02 GS04, CGS11, GS13, GS14, CEOPT01, CEOPT02

Non-Presential Methodology: Activities

See above previous table

SUMMARY STUDENT WORKING HOURS

Contact Hours		
Lectures	Teacher-assisted individual or teamwork research	Simulations, role-play, teamgroup exercises
20,00	20,00	20,00
Non-Presential Work		
Autonomous work ontheoretical contents	Research projects (individual and teamwork)	Simulations, role-play, teamgroup exercises
10,00	50,00	40,00

6 ECTS(160 hours)

EVALUATION AND CRITERIA

Assessment activities	Criterion	Weigh
1. Final exam: Basic course conceptsthrough a test (or similar) 40% 2. Individual evidence of learning 10%	• To apply theoryinto practice • Comprehension of main theoretical frameworks • Sources of information (both quality and amount) • Critical thought	50%
1. Team Work on course contents 1, and 3 (Consumer´s scenarios)	• Originality and formal aspects • Maturity and depth of analysis • Synthetic skills • Capacity to relate diverse and complex concepts	25%
1. Design and development of a workshop on a specific course content through gamification 2. Final presentation of the workshop's conclusions on a specific course content and its theoretical background	• Comprehension of maintheoretical frameworks • To apply theory intopractice • Maturity and depth of analysis • Synthetic skills • Originality, creativity and formal aspects • Capacity to relate diverse and complex concepts	25%

Ratings

Reminder:

In the course **Consumer Behavior**, the use of AI to create entire assignments or significant parts, without citing the source or tool, or without explicit permission in the task description, will be considered **plagiarism** and regulated under the University's General Regulations.

Note: The improper use of ChatGPT or any other generative artificial intelligence (GAI) will be considered a **serious offense**, as established in the University's General Regulations, Article 168.2.e, defined as: *"actions aimed at falsifying or defrauding the systems used to evaluate academic performance."* The consequences include *"temporary expulsion for up to three months or the prohibition from sitting exams in the next session following the imposition of the sanction, in one or more courses in which the student is enrolled, [...] in addition to receiving a failing grade (0) in the respective course, [...] [and] being prohibited from taking the exam for that course in the next session."* In this regard, the use of ChatGPT or any other GAI will be considered improper (and therefore prohibited) within the final project and case studies of the course, as such use would seriously compromise the ability of these evaluation systems to assess whether the student has acquired the competencies specific to the subject

WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
Course presentation	Week 1	
Lecture 1 Video forum "Czech´s Dream"	Week 2	
Lecture 2	Week 3	
Lecture 3	Week 4	
Team work 1-2 y3	Week 5	Idem
Workshop 1 Lecture 4(1)	Week 6	
Video forum" Food Design" Lecture (2)	Week 7	
Workshop 2. Lecture 4 (2)	Week 8	
Workshop 3 A Lecture 4 (3)	Week 9	
Video Forum "The Joneses" Activity in class	Week 10	
Workshop 5. fAMILIA Lecture 5 (1)	Week 11	
Workshop 6. 5 Lecture 5 (2)	Week 12	
Workshop 7. Lecture 5 (3)	13Week 8	
Lecture 5 (4) In class activity	Week 14	

Lecture T6 Final Activity	Week 15	
Draft assignment for workshops	Week 6	Week 6

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Basic Bibliography

- SOLOMON, M., (2017) Consumer Behavior: Buying, Having,and Being, 12thEdition Pearson
- HAWKINS, D.I.y MOTHERSBAUGH, D. L. (2013)Consumer Behavior: Building Marketing Strategy, 12th Edition, McGraw-Hill HigherEducation

Complementary Bibliography

Recommended Readings

- PARSONS, E., MACLARAN, P: (2009) Contemporary Issues in Marketing and Consumer Behaviour, Elsevier.
- KOTLER, P., KARTAJAYA, H. y SETIAWAN, I. (2010) Marketing 3,0
- SCHOR, J.B. (2006) Bornto Buy